

CAMPAIGN TRAFFIC REPORT

Campaign ID: MKT-2024-08A

Reporting Period: Oct 01 - Oct 31

TOTAL VISITS **42,850**
AVG. BOUNCE RATE **34.2%**
CONV. RATE **3.8%**
TOTAL ROAS **4.2x**

TRAFFIC SOURCE	IMPRESSIONS	CLICKS	CTR (%)	CPC (\$)	CONVERSIONS	COST
Google Search Ads	240,000	12,400	5.17%	1.45	480	\$17,980
Facebook Retargeting	185,000	3,200	1.73%	0.85	112	\$2,720
LinkedIn Sponsored	45,000	980	2.18%	4.20	45	\$4,116
Email Marketing	12,000	2,100	17.50%	-	89	\$150
Organic Social	68,000	1,450	2.13%	-	22	-
Referral Traffic	-	840	-	-	14	-

Notes: Data includes desktop and mobile combined. ROI calculated based on attribution model: Last Non-Direct Click.